



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
PATENT EXAMINING OPERATION

Applicant(s): Leonard R. Bayer et al.

Serial No.: 09/882,203

Filed: June 15, 2001

For: SYSTEM AND METHOD FOR CONDUCTING PRODUCT
CONFIGURATION RESEARCH OVER A COMPUTER-BASED
NETWORK

Examiner: McAllister, Steven B.

Art Unit: 3627

Atty Docket: HAR-003

Commissioner of Patents
Washington, D.C. 20231

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JAN 09 2003

GROUP 3600

AMENDMENT

Dear Sir:

Responsive to the Office Action dated October 3, 2002, please amend the above-identified application as follows:

In the Specification

Please replace the paragraph on page 14, lines 1-14, as follows

The system 10 and configuration program is useful in market research for new product development, configuration building, optimal pricing, and needs-based segmentation. The server computer 12 may store the configuration information received from each respondent for a configured product in a database in its memory unit (e.g., hard drive), and provide statistical reports as the total price, subfeatures selected, elapsed time, or steps taken by the respondent in arriving at the final configured product. The configurator program provides a market researcher with information about the price the respondent is willing to pay for his preferred configuration of the product, while the timing information (elapsed time) provides the researcher with information about the amount of attention paid to the exercise by the respondent. The exercise of configuring a hypothetical product purchase (not a real purchase transaction) is useful for

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Usage of the configurator program within a survey, where the output

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324.00 OP
420.00 OP
01 FC:1202
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